

Register
online at
www.ata.com

BUSINESS REPLY MAIL
FIRST CLASS PERMIT NO. 1327 INDIANAPOLIS, IN
POSTAGE WILL BE PAID BY ADDRESSEE

TRIPLE PLAY REGISTRATION CENTER
PO BOX 33489
INDIANAPOLIS IN 46209-0307

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

HERE'S HOW TO GET YOUR **FREE** TRIPLE PLAY TICKET

1. Complete and mail a Registration Card by August 28, 2000. (You only have to register once.)
2. Save all your original ATA and ATA Connection boarding pass stubs from June 5-August 31, 2000. (You get one free roundtrip ticket for every 3 roundtrip, or 6 one-way, boarding pass stubs you submit.) Connecting flights will be considered as a single qualifying one-way trip, even though you may receive two boarding passes.
3. Fill out, tear off and return your completed Redemption Form (below) and all qualifying boarding pass stubs to:

ATA's Triple Play Redemption Center
PO Box 33489
Indianapolis, IN 46209-0329

(Envelope with Redemption Form and boarding pass stubs must be postmarked on or before September 30, 2000.)
4. Look for your free ticket to arrive by mail. (Your ticket will be sent to you in approximately 3 weeks if you meet the qualifications. See rules and regulations for qualification details.)

REDEMPTION FORM

Full Name _____
First Last
(Name must match the full name on all enclosed ATA/ATA Connection boarding pass stubs and match the name on the Registration Card)

Number of Stubs Enclosed _____

Address _____

City _____ State _____ Zip _____

Daytime Phone (_____) _____

TRIPLE PLAY Q&A

1. HOW DO I PLAY?

Fill out and return the postage-paid Registration Card. Registration may also be done online at www.ata.com, and applications are available at the airport, onboard an ATA flight, or from travel agencies.

2. WHAT DO I EARN?

Each registered passenger earns one (1) free roundtrip ticket on ATA or ATA Connection for every three (3) roundtrips or six (6) one-way trips flown between June 5 and August 31, 2000. Travel using the free ticket is valid from September 5, 2000 through February 14, 2001 within the continental United States and Puerto Rico. Blackout dates apply and seats are limited.

3. HOW DO I REDEEM?

Save your original ATA and ATA Connection boarding pass stubs and submit along with the Redemption Form that is part of your registration information. Redemption will be governed by the rules printed on the registration materials, so save them and read them carefully.

4. DO ALL FLIGHTS COUNT?

All ATA and ATA Connection scheduled service flights count, except flights to/from Hawaii and flights to/from Mexico. Connecting flights will be considered as a single qualifying one-way trip, even though you may receive two boarding passes.

5. HOW LONG DOES IT TAKE TO GET MY FREE TICKET?

Please allow 3 weeks for processing your free ticket. Be sure to plan ahead, since we cannot make exceptions.

6. IF I CAN'T TRAVEL, WHO CAN USE MY FREE TICKET?

Since this is a short-term, limited promotion, free tickets earned are not transferable; they are non-combinable and have no cash value.

7. WHEN USING MY FREE TICKET, HOW DO I MAKE MY RESERVATIONS?

Reservations can be made once you have received your free ticket(s). All seats will be booked in K class. Call ATA at 1-800-I-FLY-ATA (1-800-435-9282) to make your reservations. (Note: Reservations using free tickets earned from ATA's Triple Play Game cannot be made online.)

8. HOW WILL SWEEPSTAKES WINNERS BE NOTIFIED?

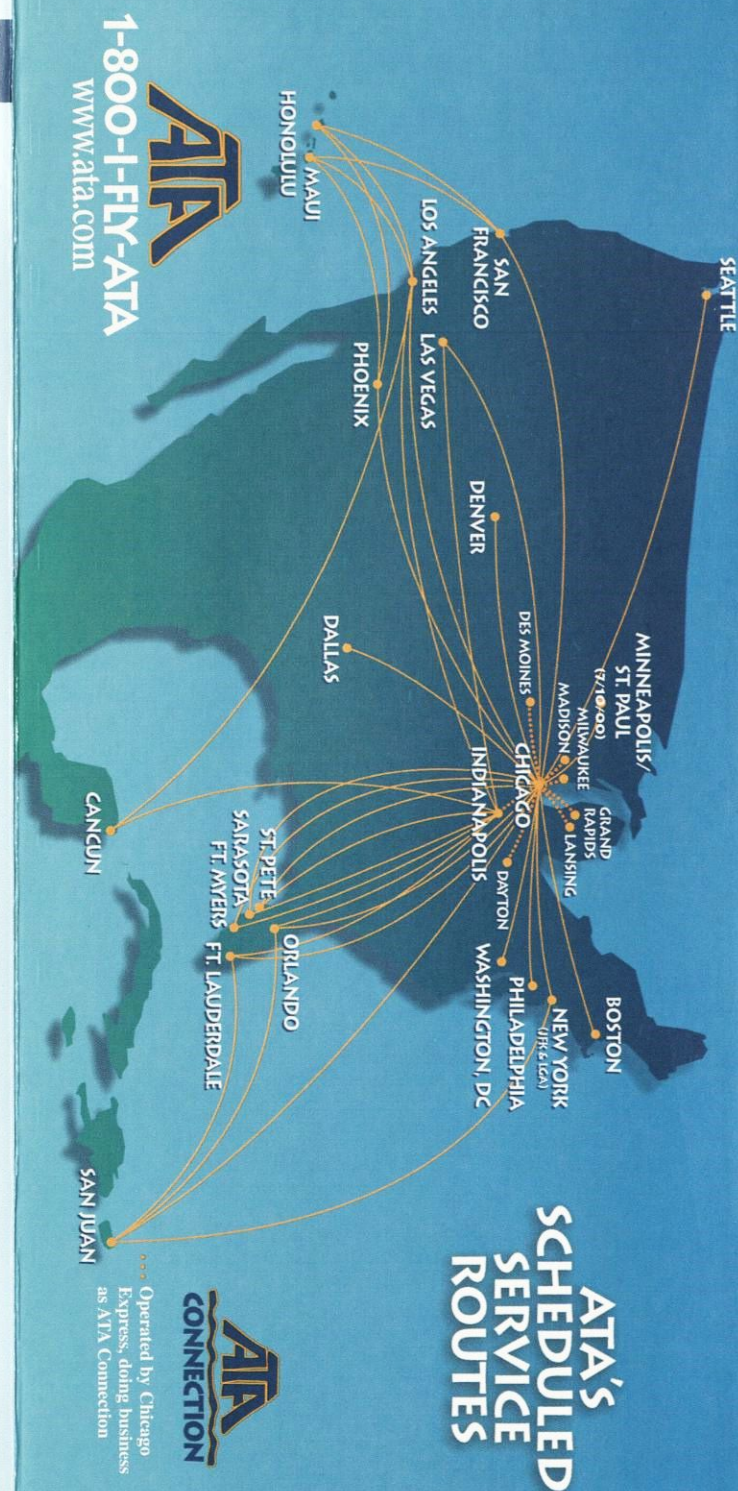
All winners will be notified via FedEx.

9. WHAT IF I FLEW BEFORE I REGISTERED?

If you have boarding pass stubs from trips flown during the program's valid qualifying period, save them and submit a Registration Card as soon as possible. You can still play.

10. WHAT IF I LOST MY BOARDING PASS STUB(S)?
ATA and ATA Connection are not responsible for lost, damaged, stolen or misplaced boarding documents. Duplicates will not be provided.

11. WHAT IF I LOSE MY FREE TICKET?
ATA and ATA Connection are not responsible for lost, damaged, stolen or misplaced tickets.



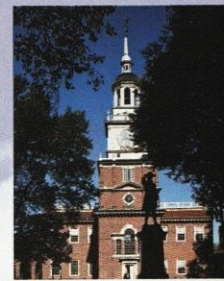
ATA TRIPLE PLAY

FLY 3 ROUNDTRIPS
GET 1 FREE

ALSO ENTER OUR SWEEPSTAKES
TO WIN FREE ROUNDTRIP TRAVEL
NO PURCHASE NECESSARY

FLY 3 ROUNDTrips & EARN 1 **FREE** ROUNDTrip WITH ATA'S TRIPLE PLAY GAME!

It's simple. Just fly 3 roundtrips or 6 one-way trips between June 5 and August 31, 2000 and ATA will give you a free roundtrip ticket to use anywhere ATA flies (except Hawaii & Mexico). Free flights must be taken between September 5, 2000 and February 14, 2001. Offer applies to ATA and ATA Connection scheduled service flights only.



Philadelphia's Independence Hall

But you have to sign up to play!

Here's how to win big with ATA's Triple Play Game:

- Register online at www.ata.com or complete the attached Registration Card. Registrations must be received or postmarked by August 28, 2000.
- Save your original boarding pass stubs from every ATA and ATA Connection scheduled service flight you take between June 5 and August 31, 2000.
- Get your free roundtrip ticket by following the complete Triple Play Game redemption steps listed in this brochure.
- Kick back, relax & fly for FREE in style!



Chicago Skyline

**REGISTER ONLINE
at www.ata.com**

So, does Triple Play sound like your kind of game? Then register now to get started.

WIN BIG PRIZES WITH ATA'S TRIPLE PLAY SWEEPSTAKES!

We're giving away **FREE** roundtrip flights & air travel for a whole year!



Washington, D.C.

NO PURCHASE NECESSARY. But you do have to register for your chance to win a one-year pass good for unlimited travel on ATA and ATA Connection, or a roundtrip for four (4) to any destination served by ATA (except Hawaii and Mexico).

The Sweepstakes is completely separate from the Triple Play Game and has 5 twice-monthly prize drawings good for roundtrip airfare and one Grand Prize drawing where four individuals will be awarded a year's worth of free air travel on all ATA or ATA Connection scheduled service flights (except Hawaii and Mexico). See "Sweepstakes" panel for specific drawing dates and official rules.

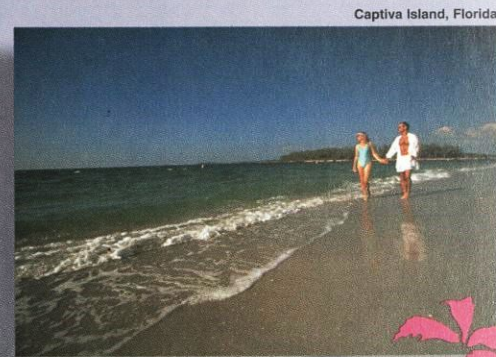


Seattle at Night

All Triple Play Game and Sweepstakes registrants will be included in the drawings. There's no age limit. And no reason why you shouldn't register right now. Because the sooner you enter, the more chances you have to win!

So win big with ATA's Triple Play Game and Sweepstakes:

- Register online at www.ata.com or complete the attached Registration Card. Registrations must be received no later than August 28, 2000.



Captiva Island, Florida

TRIPLE PLAY GAME TERMS AND CONDITIONS

TO PLAY THE GAME

To play ATA's Triple Play Game, complete a postage-paid Registration Card and return it to ATA, or register online at www.ata.com. Registrations must be postmarked by August 28, 2000. Qualifying trips on ATA or ATA Connection scheduled service must be flown between June 5, 2000 and August 31, 2000. Travel must be completed by midnight, August 31, 2000. For redemption purposes, it is the participant's responsibility to obtain and retain his/her boarding pass stubs as proof of qualifying flight activity. All qualifying boarding pass stubs must be issued in the same name as and used by the same participant. Boarding pass stubs from all ATA or ATA Connection scheduled service flights (except to/from Hawaii and to/from Mexico) will count toward earning your free ticket. For every 3 roundtrips or 6 one-way qualifying trips, participants will be eligible to receive one (1) free roundtrip ticket valid for travel in the continental United States and Puerto Rico on ATA or ATA Connection scheduled service flights (except Hawaii and Mexico). Participants can combine roundtrip flights with one-way flights to reach the required total number of trips (i.e. two one-way trips = one roundtrip). There is no need to re-register for the program if you qualify for more than one free ticket. Only original boarding pass stubs obtained via travel on revenue tickets will be eligible for qualification. Boarding pass stubs obtained via non-revenue (free) and travel agency free/reduced rate travel will not be eligible for qualification. Travel by employees of ATA, ATA Connection, AMTRAN, Inc., The Jackson Group or their families is not eligible. Individuals participating in ATA's Triple Play Game must enroll separately. Registrations are not allowed in the name of a business, corporation or family. Check with the ATA or ATA Connection agent at the airport if you have questions regarding canceled flights or reconnection on another airline due to schedule changes.

TO RECEIVE YOUR FREE TICKET

Save the attached Redemption Form and submit it along with your original boarding pass stubs (once you have met the free trip requirements) to: ATA's Triple Play Redemption Center, PO Box 33489, Indianapolis, IN 46209-0329. Redemption Forms are also available online at www.ata.com. All qualifying redemptions must be postmarked on or before September 30, 2000. Free travel may only be earned by the person who is registered and redeeming his/her boarding pass stubs, regardless of who purchased or paid for the ticket. The full name on the Redemption Form must match the full name on the qualifying boarding pass stubs. Boarding pass stubs and free tickets are not transferable. Free tickets have no cash value and are non-refundable. Please allow 3 weeks for the processing of your free ticket. No exceptions. Free tickets are valid for travel on ATA and ATA Connection scheduled service flights within the continental United States and Puerto Rico (except Hawaii and Mexico) between September 5, 2000 and February 14, 2001. (Travel will not be valid October 25-29, November 2-5, 18-27, December 16-31, 2000 and January 1-2, 6-7, 2001.) No extensions are allowed. Seats are limited and are booked in K class. ATA's Contract of Carriage rules apply. Free ticket issuance is subject to review of the submitted boarding pass documents and is null and void if boarding pass stubs have been tampered with or altered in any way, or if there is any failure to comply with the terms outlined in this brochure. Free tickets are void if duplicated, brokered, bartered, purchased or sold. Neither ATA, ATA Connection nor any of their affiliates are liable for lost, destroyed, stolen or misplaced boarding pass documents, or lost, destroyed, stolen or misplaced free tickets. If you have any questions regarding your redemption, please call 1-800-897-1590 between the hours of 8:00am and 5:00pm (EST) Monday through Friday.

LEGAL REQUIREMENTS: All fees, taxes and airport passenger facility charges that may be required on travel associated with the free ticket are the responsibility of the passenger. Terms and conditions of this offer, cities serviced by ATA or ATA Connection, days of operation and departure times are subject to change without notice. ATA and ATA Connection reserve the right to amend, modify, or terminate this promotion at any time. All transactions required for ATA's Triple Play Game are subject to review. Final decisions regarding irregular transactions will rest with ATA. By registering for and participating in ATA's Triple Play Game you acknowledge and accept the rules and regulations outlined for this promotion.

Front cover photo courtesy of the Greater Ft. Lauderdale Convention & Visitors Bureau.

TRIPLE PLAY SWEEPSTAKES

ATA's Triple Play Sweepstakes — Register to win one (1) of five (5) drawings for an ATA or ATA Connection trip for four (4), or the Grand Prize of one (1) of four (4) Annual Passes on ATA. No purchase is necessary to enter ATA's Triple Play Sweepstakes.

HOW TO ENTER

Pick up and complete a Triple Play Registration Card and return it to ATA. You can also register online at www.ata.com. To qualify for the Grand Prize drawing, all registrations must be received no later than August 28, 2000.

GRAND PRIZE/DRAWING DATE

**AUGUST 31ST
GRAND PRIZE:**

One (1) ATA ANNUAL PASS, valid for unlimited travel within the continental United States and Puerto Rico on ATA or ATA Connection scheduled service flights for the period of September 5, 2000 to September 4, 2001. (Subject to seat availability and blackout dates apply.) Four individual winners will each receive one (1) annual pass.

TWICE MONTHLY SWEEPSTAKES PRIZES/ DRAWING DATES

JUNE 30TH PRIZE:

Roundtrip air for four (4) to any ATA or ATA Connection scheduled service destination in the continental United States.

JULY 15TH PRIZE:

Roundtrip air for four (4) to any ATA or ATA Connection scheduled service destination in the continental United States.

JULY 31ST PRIZE:

Roundtrip air for four (4) to any ATA or ATA Connection scheduled service destination in the continental United States.

AUGUST 15TH PRIZE:

Roundtrip air for four (4) to any ATA or ATA Connection scheduled service destination in the continental United States.

AUGUST 31ST PRIZE:

Roundtrip air for four (4) to any ATA or ATA Connection scheduled service destination in the continental United States.

For complete sweepstakes details, see Official Rules below. No purchase is necessary to participate in ATA's Triple Play Sweepstakes. A purchase does not increase the chance of winning.

All winners will be notified via FedEx by The Jackson Group. Prizes are not transferable and no substitutions or cash equivalents are permitted. All applicable federal, state and local taxes are the sole responsibility of the winner.

OFFICIAL RULES

- How to Enter:** You will be entered when ATA receives your ATA Triple Play Registration Card. Registrations submitted online are also included in the drawing. One registration per person. Duplicate registrations will not be included for prize drawings.
- Selection of Winners:** Prize winners will be selected in a random drawing from all eligible entries received at the time of each drawing. Odds of winning depend on the number of eligible entries received at the time of each drawing. June 30th, July 15th, July 31st and August 15th are the days drawings will be held to determine winners from registrations received by those dates. All Registration Cards must be received by August 28, 2000 to be eligible for the August 31st twice-monthly and Grand Prize drawings. Sweepstakes drawings will be conducted by The Jackson Group, an independent organization whose decisions are final in all matters relating to this promotion. All prizes will be awarded. Winners will be notified via FedEx.
- Eligibility:** Sweepstakes is open to legal U.S. residents. No age limit applies. Employees of ATA, ATA Connection, AMTRAN, Inc., related subsidiaries and affiliated companies, suppliers, advertising agencies and The Jackson Group and their families are not eligible to participate in the sweepstakes. Sweepstakes is void where prohibited or restricted by law. All federal, state and local laws apply. Only one winner per household. Entries that contain errors, are incomplete or illegible will not be accepted. ATA, ATA Connection, AMTRAN, Inc., and The Jackson Group are not responsible for lost, late, misdirected or damaged entries. The Jackson Group will be the sole judge of which entries qualify and are valid, and its decision is final.
- Miscellaneous:** Entering ATA's Triple Play Sweepstakes constitutes permission to use the name, photo or likeness of prize winners for advertising and publicity purposes (where legal) without further compensation. The Grand Prize winners will be required to sign and have notarized an Affidavit of Eligibility and Liability/Publicity Release and Travel Release Form, before the prize is awarded. Noncompliance within the specified time period will result in disqualification and an alternate winner will be selected. Return of any prize notification as undeliverable will result in disqualification and an alternate winner will be selected. By participating in this promotion, entrants agree to be bound by the official rules and the decision of the judges. Upon accepting the prize, winners will agree that ATA, ATA Connection, AMTRAN, Inc., and their subsidiaries and affiliated companies and their employees and agents are not liable whatsoever for any injuries, damage or loss of any kind incurred in connection with their participating in this Sweepstakes or their acceptance or use of any prize. For names of prize winners send a self-addressed stamped #10 envelope to: ATA's Triple Play/Sweepstakes Winners List, PO Box 33489, Indianapolis, IN 46209-0329. Requests must be postmarked no later than September 30, 2000.

ATA CONTRACT OF CARRIAGE RULES APPLY

REGISTRATION CARD

● YOU MUST SEND IN THIS CARD OR REGISTER ONLINE TO QUALIFY FOR EITHER THE TRIPLE PLAY GAME OR SWEEPSTAKES.

● TRIPLE PLAY GAME REGISTRANTS ARE AUTOMATICALLY ENTERED IN THE SWEEPSTAKES.

(Please Print)

☐ Ms. ☐ Mrs. ☐ Mr.

Name

First

Middle

Last

Address

City

State

Zip

This address is: ☐ Business ☐ Home

E-mail

Daytime Phone ()

☐ Check here if you do not want to receive ATA's weekly e-mail specials



Is this your first flight on ATA?
☐ Yes ☐ No

How many times have you flown
ATA in the last year? _____

How many times have you flown
other airlines in the last
year? _____

FOR TRAVEL AGENCY USE ONLY
AFC #